

ABSTRACT

The present invention provided a content delivery system that can deliver content by way of the Internet. In the system, a browser requests a content server to deliver a startup file. The content server transmits the startup file to the browser. The startup file describes that the content is to be delivered by streaming or that it is to be delivered by downloaded files. A content reproducing section determines if the content is that to be delivered by streaming or that to be delivered by downloaded files according to the description of the startup file it receives from the browser. A television receiving set may be used as content processing apparatus for receiving the delivery of the content from a content delivery apparatus of such a system.